



Proclamation

Presented to

JTB Hawai'i

WHEREAS, JTB Hawai'i became the first Japanese travel company to establish an office in Hawai'i in October 1964, founded on a vision to build a bridge for travelers from around the world to the Aloha State; and

WHEREAS, JTB Hawai'i's parent company, Japan Travel Bureau, has built an enduring reputation over its exceptional 102-year history as a global travel industry innovator and a recognized leader in connecting Japan to the world; and

WHEREAS, JTB Hawai'i has evolved from its roots of organizing the transportation and accommodation needs of Japanese travelers, growing to its current position as the leading provider of creative and comprehensive global travel and entertainment solutions statewide; and

WHEREAS, JTB Hawai'i has been a valued partner in bolstering Hawai'i's economy, as Hawai'i's appeal as the preferred destination for Japanese travelers owes much to JTB Hawai'i's outstanding customer service, longstanding successful marketing of the Hawaiian Islands, and collaboration with Hawai'i's travel industry partners; and

WHEREAS, JTB Hawai'i has expanded throughout its 50-year history into a dynamic travel leader for the State of Hawai'i, with 730 employees and offices on O'ahu, Maui and Hawai'i Island catering to the travel and entertainment needs of 440,000 Japan visitors to the Hawaiian Islands each year; and

WHEREAS, JTB Hawai'i has established its character as a responsible and caring corporate citizen over the past 50 years, giving back to the travel industry and to communities across the islands through generous philanthropy as well as sponsorship of signature events, including the Honolulu Festival; and

WHEREAS, JTB Hawai'i has proven its long-term commitment to the prosperity of Hawai'i through its emphasis on promoting a range of opportunities for travelers to experience Hawai'i's natural beauty, history, culture and Aloha Spirit; and

WHEREAS, JTB Hawai'i will continue to diversify its services as a *kama'aina* company on behalf of Hawai'i's visitor industry with the opening of its new Travel Plaza in the Waikiki Shopping Plaza as part of its 50th anniversary celebration;

NOW, THEREFORE, I, NEIL ABERCROMBIE, Governor, and I, SHAN S. TSUTSUI, Lieutenant Governor for the State of Hawai'i, do hereby proclaim October 1, 2014, as

"JTB DAY"

in Hawai'i, and ask all citizens of the Aloha State to join us in recognizing JTB Hawai'i for its exceptional service to Hawai'i's visitors for the past 50 years, and welcome them as a partner in responsibly growing Hawai'i's travel industry.

DONE at the State Capitol, in Executive Chambers, Honolulu, State of Hawai'i, this thirtieth day of September, 2014.


NEIL ABERCROMBIE
Governor, State of Hawai'i


SHAN S. TSUTSUI
Lt. Governor, State of Hawai'i